

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

<u>Contract / Revision</u> 483097 /		<u>Alt Order #</u> 06214572
<u>Product</u> S BERKLEY FOR SENATE		
<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 10/02/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
N 3	KVVU	10/02/12	10/05/12	MORE Access	6-7pm		:30			NM	4	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	-TWTF--				4	\$350.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	3	KVVU	10/01/12-10/07/12	MORE Access	6-7pm	-TuWThF----	:30		\$350.00	NM			
		See MG 3.5,3.6											
	4	KVVU	10/01/12-10/07/12	MORE Access	6-7pm	-TuWThF----	:30		\$350.00	NM			
		See MG 3.5,3.6											
	5	KVVU	10/04/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	----ThF----	:30		\$350.00	NM			
	Ⓜ	MG for 3.4,3.3											
	6	KVVU	10/04/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	----ThF----	:30		\$350.00	NM			
	Ⓜ	MG for 3.4,3.3											
Totals												42	\$36,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	42	\$36,000.00	\$30,600.00
Totals	42	\$36,000.00	\$30,600.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Henderson - Las Vegas

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<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Estimate #</u>
<u>Advertiser</u> Berkley For Congress		<u>Original Date / Revision</u> 06/26/12 / 06/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
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<u>Special Handling</u>		
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<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
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N 1	KVVU	10/02/12	10/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$625.00			
N 2	KVVU	10/08/12	10/08/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	1-----				1	\$625.00			
N 3	KVVU	10/02/12	10/05/12	MORE Access	6-7pm		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$350.00			
N 4	KVVU	10/08/12	10/08/12	MORE Access	6-7pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	1-----				1	\$350.00			
N 5	KVVU	10/02/12	10/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$550.00			
N 6	KVVU	10/08/12	10/08/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	1-----				1	\$550.00			
N 7	KVVU	10/02/12	10/05/12	TMZ	730-8p		:30			NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$675.00			
N 8	KVVU	10/08/12	10/08/12	TMZ	730-8p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	1-----				1	\$675.00			
N 9	KVVU	10/02/12	10/05/12	Extra	M-F 7-730p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$500.00			
N 10	KVVU	10/08/12	10/08/12	Extra	M-F 7-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	1-----				1	\$500.00			
N 11	KVVU	10/06/12	10/06/12	TMZ Weekend	Sa 7-8p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Henderson - Las Vegas

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<u>Contract Dates</u> 10/02/12 - 10/08/12	<u>Product</u> S BERKLEY FOR SENA	<u>Estimate #</u>
<u>Advertiser</u> Berkley For Congress		<u>Original Date / Revision</u> 06/26/12 / 06/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$325.00			
N 12	KVVU	10/04/12	10/04/12	Glee	Thu 9p-10p		:30			NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---1---				1	\$2,300.00			
N 13	KVVU	10/03/12	10/03/12	The X Factor	The X Factor		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--1----				1	\$2,800.00			
N 14	KVVU	10/04/12	10/04/12	The X Factor	The X Factor		:30			NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---1---				1	\$3,750.00			
N 15	KVVU	10/07/12	10/07/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$700.00			
N 16	KVVU	10/07/12	10/07/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$1,075.00			
N 17	KVVU	10/06/12	10/06/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$800.00			
N 18	KVVU	10/02/12	10/05/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$1,325.00			
N 19	KVVU	10/08/12	10/08/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,325.00			
N 20	KVVU	10/02/12	10/05/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$825.00			
N 21	KVVU	10/08/12	10/08/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$825.00			
Totals											42	\$36,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	42	\$36,000.00	\$30,600.00
Totals	42	\$36,000.00	\$30,600.00

Signature: _____ Date: _____

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FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP OCT2/12 18.32
CHANGES *** KVVU-TV ***

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	MICHAEL D'ETTORE		
SALES PRSN	PH-	TERESA DIFURIA	

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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ICE)

[illegible]

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT2/12 18.32

STA:

SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

PROGRAM : MORE
CON COM1 : MAX 1X DAY

24	A	600P-630P	30	\$350.00	10/4	10/5	2	TH-F
----	---	-----------	----	----------	------	------	---	------

PROGRAM : NEWS

ORD COM1: SPOTS N/A. MG 6P NEWS. PRE-BOOKED. PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT2 ON LINE-3 FOR 2 SPOTS/WK

M3	OK'D	BUY#3	MISSED: TU-F/600P-700P	OCT2 (2/WK)	30S	\$350.00	(OCT2/12)
			OFFER: TH-F/600P-630P	OCT4 (2/WK)	30S	\$350.00	PLS ADVISE.
			CMT: SPOTS N/A. MG 6P NEWS. PRE-BOOKED. PLS APPROVE.				

REP HEADLINE# 6214572 TRF# 483097
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/12 18.32
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

OCT/12 36000.00 CONTRACT TOTAL 36000.00
TOTAL SPOTS 42

MARKET TOTALS \$144,000 KVVU 25% KSNV 20% KLAS 32% KTNV 21% KVMY 1% KVCW 1% CABL 0%
KTUD 0%

OVERALL SHARE FOR ALL ORDERS 10/2-11/6. WILL UPDATE RATES WK PRIOR TO CLEAR.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP SEP27/12 15.46
CHANGES *** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME MICHAEL D'ETTORE
SALES PRSN PH- TERESA DIFURIA

1831 CHESTNUT STREET
PHILADELPHIA, PA 19103

CLASS: NATL. LOCAL REGIONAL

PRDCT	<u>S BERKLEY FOR SENATE</u>	EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP27/12 15.46

STA: CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
9	S		700P-730P	30		\$500.00	10/2	10/5	3		TU-F	3
PROGRAM : EXTRA												
CON COM1 : MAX 1X DAY												
22	A		900P-930P	30		\$500.00	10/3	10/3	1		WED	1
PROGRAM : EXTRA												
ORD COM1 : TP CHG DUE TO PRESIDENTIAL DEBATE. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-9 FOR 1 SPOT/WK												
11	S		700P-800P	30		\$325.00	10/6	10/6	0		SAT	0
PROGRAM : TMZ WEEKEND												

REP HEADLINE# 6214572 TRF# 483097
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP27/12 15.46
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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23	A		600P-700P	30		\$325.00	10/7	10/7	1		SUN	1
PROGRAM : EXTRA WEEKEND												
ORD COM1: SPOT N/A DUE TO SPORTS. MG 'EXTRA WEEKEND' ON SUNDAY. PRE-BOOKED PLS												
ORD COM2: APPROVE.												
THIS IS A MAKE-GOOD FOR OCT6 ON LINE-11 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#9	MISSED: TU-F/700P-730P				OCT3		30S	\$500.00	(SEP25/12)	
			OFFER: WED/900P-930P				OCT3		30S	\$500.00	PLS ADVISE.	
			CMT: TP CHG DUE TO PRESIDENTIAL DEBATE. PRE-BOOKED PLS APPROVE.									

M2	OK'D	BUY#11	MISSED: SAT/700P-800P				OCT6		30S	\$325.00	(SEP25/12)	
			OFFER: SUN/600P-700P				OCT7		30S	\$325.00	PLS ADVISE.	
			CMT: SPOT N/A DUE TO SPORTS. MG 'EXTRA WEEKEND' ON SUNDAY. PRE-BOOKED PLS									
			CMT: APPROVE.									

OCT/12 36000.00 CONTRACT TOTAL 36000.00
TOTAL SPOTS 42

MARKET TOTALS \$144,000 KVVU 25% KSNV 20% KLAS 32% KTNV 21% KVMY 1% KVCW 1% CABL 0%
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DEMOS- RA35+*

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P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

JUN26/12 10.3
*** KVVU-TV ***

PROGRAM : MORE

JUN26/12 10.3
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	:	:	:	: SPTS
5			530P-600P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$550.00	10/2	10/5	4		TU-F	4
6			530P-600P PROGRAM : NEWS	30		\$550.00	10/8	10/8	1		MON	1
7			730P-800P PROGRAM : TMZ CON COM1: MAX 1X DAY	30		\$675.00	10/2	10/5	4		TU-F	4
8			730P-800P PROGRAM : TMZ	30		\$675.00	10/8	10/8	1		MON	1
9			700P-730P PROGRAM : EXTRA CON COM1: MAX 1X DAY	30		\$500.00	10/2	10/5	4		TU-F	4
10			700P-730P PROGRAM : EXTRA	30		\$500.00	10/8	10/8	1		MON	1
11			700P-800P PROGRAM : TMZ WEEKEND	30		\$325.00	10/6	10/6	1		SAT	1
12			900P-1000P PROGRAM : GLEE	30		\$2,300.00	10/4	10/4	1		THU	1
13			800P-900P PROGRAM : X FACTOR	30		\$2,800.00	10/3	10/3	1		WED	1
14			800P-900P PROGRAM : X FACTOR RESULTS	30		\$3,750.00	10/4	10/4	1		THU	1
15			1045P-1100P PROGRAM : SPORTS PLUS	30		\$700.00	10/7	10/7	1		SUN	1

REP HEADLINE# 6214572
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUN26/12 10.3
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16			1000P-1045P	30		\$1,075.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
17			1000P-1100P	30		\$800.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												
18			1000P-1100P	30		\$1,325.00	10/2	10/5	4		TU-F	4
PROGRAM : NEWS												
CON COM1: MAX 1X DAY												
19			1000P-1100P	30		\$1,325.00	10/8	10/8	1		MON	1
PROGRAM : NEWS												
20			1100P-1135P	30		\$825.00	10/2	10/5	4		TU-F	4
PROGRAM : NEWS												
CON COM1: MAX 1X DAY												
21			1100P-1135P	30		\$825.00	10/8	10/8	1		MON	1
PROGRAM : NEWS												
OCT/12			36000.00									
											CONTRACT TOTAL	36000.00
											TOTAL SPOTS	42

MARKET TOTALS \$144,000 KVVU 25% KSNV 20% KLAS 32% KTNV 21% KVMY 1% KVCW 1% CABL 0%
 KTUD 0%
 OVERALL SHARE FOR ALL ORDERS 10/2-11/6. WILL UPDATE RATES WK PRIOR TO CLEAR.

SVC- NSI
 DEMOS- RA35+*